

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

What is claimed is:

1. (original) A loyalty camera system mechanism, comprising:
 - a loyalty camera, including:
 - a camera body;
 - an outer casing surrounding said camera body;
 - a film advance wheel rotatably attached to said camera body, said film advance wheel including a toothed gear portion and a spindle portion;
 - an anti-reversal pawl mounted to said camera body, said anti reversal pawl;
 - a spring in communication with said anti-reversal pawl to spring bias said anti-reversal pawl into engagement with said toothed gear portion, permitting only unidirectional rotation of said film advance wheel to advance film when said anti-reversal pawl is engaged therewith,
 - a lever arm mounted to said camera body, said lever arm biased into contact with a portion of said anti reversal pawl, said lever arm being bounded on one side by a circumferential surface initially in contact with said spindle portion when said anti-reversal pawl is engaged with said toothed gear portion;
 - a winding tool including a film advance wheel engaging portion which engages said film advance wheel to push said lever arm out of contact with said spindle and bias said anti-reversal pawl out of engagement with said toothed gear portion, permitting rotation of said film advance wheel in both directions.
2. (original) The loyalty camera system of claim 1, wherein said film advance wheel engaging portion engages with said spindle to increase the effective diameter of said spindle, and bias said lever arm away from the surface of said spindle.
3. (original) The loyalty camera system of claim 2, wherein said film advance wheel further includes an end cap portion on the end of said shaft distal from said tooth engaging portion, and

wherein said film wheel engaging portion passes through said end cap portion to engage with said film advance wheel.

4. (original) The loyalty camera system of claim 3, wherein said end cap portion includes a hole therethrough, through which a portion of said film wheel engaging portion passes.

5. (original) The loyalty camera system of claim 4, wherein said lever arm additionally includes a spur, and wherein said anti-reversal pawl additionally includes a catch post, such that said catch post is biased against said spur to maintain the circumferential surface of said lever arm against into contact with said spindle when said tool is absent, and said film wheel engaging portion when said tool is present.

6. (original) The loyalty camera of claim 5, wherein said spring is used to bias said catch post against said spur.

7. (original) The loyalty camera system of claim 4, wherein said film wheel engaging portion includes a prong, sized to pass through said hole.

8. (original) The loyalty camera system of claim 7, wherein said end cap portion includes a plurality of holes and said film wheel engaging portion includes a plurality of prongs sized to pass through said plurality of holes, said prongs being arranged on said tool to align with said holes, such that said prongs pass through said holes to surround said shaft and push the circumferential surface of said lever arm away from the surface of said shaft.

9. (original) The loyalty camera system of claim 8, wherein said tool is additionally used to rewind the film after exposures have been made.

10. (original) The loyalty camera system of claim 9, wherein said winding tool includes four prongs and said end cap includes four holes.

11. (original) The loyalty camera system of claim 8, wherein said outer casing includes a film door and a film door lever rotatable to open said film door.

12. (original) The loyalty camera system of claim 11, wherein said film door lever is not rotatable without using an externally applied tool.

13. (original) The loyalty camera system of claim 12, wherein said winding tool is used to open said film door lever.

14. (original) The loyalty camera system of claim 13, wherein said winding tool includes prongs sized to engage holes in said film door lever.

15. (original) The loyalty camera system of claim 14, wherein said prongs are different from said plurality of prongs.

16. (currently amended) A winding tool for use with a loyalty camera in a camera loyalty system, comprising:

an upper surface;

a lower surface;

a circumferential edge, perpendicular to and bounded between said upper surface and said lower surface;

a plurality of individual, freestanding winding prongs extending perpendicular from said lower surface and arranged to engage a corresponding plurality of individual mating holes in the loyalty camera;

a winding handle extending perpendicular from said upper surface;

a key portion extending from said winding tool to engage a film door lever of the loyalty camera.

17. (original) The winding tool of claim 16, wherein said key portion comprises a key prong.

18. (original) The winding tool of claim 17, wherein said key portion comprises a plurality of key prongs.
19. (original) The winding tool of claim 18, wherein said plurality of key prongs extend from the circumferential edge of said winding tool.
20. (original) The winding tool of claim 18, wherein said plurality of key prongs extend from one of said surfaces of said winding tool.
21. (original) The winding tool of claim 20, wherein said plurality of key prongs extend from said upper surface.
22. (original) A method of using a loyalty camera system, comprising the steps of:
providing a loyalty camera to a consumer, wherein said loyalty camera comprises:
a camera body;
an outer casing surrounding said camera body;
a film advance wheel rotatably attached to said camera body, said film advance wheel including a toothed gear portion and a spindle portion;
an anti-reversal pawl mounted to said camera body, said anti reversal pawl;
a spring in communication with said anti-reversal pawl to spring bias said anti-reversal pawl into engagement with said toothed gear portion, permitting only unidirectional rotation of said film advance wheel to advance film when said anti-reversal pawl is engaged therewith,
a lever arm mounted to said camera body, said lever arm biased into contact with a portion of said anti reversal pawl, said lever arm being bounded on one side by a circumferential surface initially in contact with said spindle portion when said anti-reversal pawl is engaged with said toothed gear portion; and
providing a winding tool to a non-consumer affiliate of the loyalty camera system; said winding tool including a film advance wheel engaging portion which engages said film advance wheel to push said lever arm out of contact with said spindle and bias said anti-reversal pawl out

of engagement with said toothed gear portion, permitting rotation of said film advance wheel in both directions;

winding the film with said winding tool, wherein said winding step is performed by said non-consumer affiliate;

replacing a new canister of film into said loyalty camera on behalf of said consumer, wherein said replacing step is performed by said non-consumer affiliate; and

returning said loyalty camera to said consumer after said replacing step.

23. (original) The method of claim 22, wherein said new canister of film is provided with no charge to the consumer.

24. (original) The method of claim 22, wherein said outer casing includes a film door and a film door lever securing said film door closed, and wherein said method further includes the step rotating said film door lever with said winding tool to open said film door after said rewinding step but prior to said replacing step, wherein said rotating step is performed after said winding step and prior to said replacing step.

25. (original) The method of claim 22, wherein said winding step is performed after the consumer has exposed the film and taken said camera to said affiliate.

26. (original) The method of claim 22, wherein said winding step occurs after said replacing step and prior to said returning step, in order to pre-wind the film.